

To: 616 Restaurant, Inc. (rtbpto@intprop.com)
Subject: U.S. TRADEMARK APPLICATION NO. 87399308 - RANCH WATER - 7143-00100
Sent: 8/22/2018 5:46:35 AM
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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**U.S. APPLICATION
SERIAL NO.** 87399308

MARK: RANCH
WATER

87399308

**CORRESPONDENT
ADDRESS:**
RYAN T. BEARD
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APPLICANT: 616
Restaurant, Inc.

CORRESPONDENT'S
REFERENCE/DOCKET
NO:
7143-00100
CORRESPONDENT E-
MAIL ADDRESS:
rtbpto@intprop.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW. A RESPONSE TRANSMITTED THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) MUST BE RECEIVED BEFORE MIDNIGHT **EASTERN TIME** OF THE LAST DAY OF THE RESPONSE PERIOD.

ISSUE/MAILING DATE: 8/22/2018

This Office action is in response to the applicant's communication dated July 30, 2018 in which the applicant:

1. Argued against the Section 2(e)(1) Refusal;
2. Argued that the applied-for mark is not generic for the goods identified in the application; and
3. Claimed that the applied-for mark has acquired distinctiveness under Section 2(f) for being used for at least 5 years in commerce.

The examining attorney has reviewed the communication and determined the following:

1. The applicant's arguments that the applied-for mark is not generic are not persuasive. Therefore, a ***Sections 1, 2, and 45 Refusal must issue below because the applied-for mark is generic of the identified goods***;
2. The applicant's arguments that the applied-for mark is not descriptive are not persuasive. Therefore, the Section 2(e)(1) Refusal is ***maintained and continued***;
3. The applicant's arguments that the applied-for mark has acquired distinctiveness are not persuasive; and
4. The requirement to amend the identification of goods in Class 33 is ***maintained and continued***.

SUMMARY OF ISSUES:

- Refusal – Applied-For Mark Is Generic
- Refusal In The Alternative – Applied-For Mark Is Merely Descriptive
- Applicant's Evidence Of Acquired Distinctiveness Is Insufficient
- Amendment Of The Identification Of Goods Required

REFUSAL – APPLIED-FOR MARK IS GENERIC

Registration was initially refused under Trademark Act Section 2(e)(1) because the applied-for mark is merely descriptive of applicant's goods. 15 U.S.C. §1052(e)(1). Applicant was also advised that the mark appears to be generic as well. In response, applicant amended the application to add a claim of acquired distinctiveness under Section 2(f). 15 U.S.C. §1052(f).

Registration is now refused because the applied-for mark is generic for applicant's goods. Trademark Act Sections 1, 2, and 45, 15 U.S.C. §§1051, 1052, 1127; *see* TMEP §§1209.01(c) *et seq.*, 1209.02(a)(ii). Thus, applicant's claim of acquired distinctiveness under Section 2(f) is insufficient to overcome the refusal because no amount of purported proof that a generic term has acquired secondary meaning can transform that term into a registrable trademark or service mark. *See* 15 U.S.C. §1052(f); *In re Bongrain Int'l (Am.) Corp.*, 894 F.2d 1316, 1317 n.4, 13 USPQ2d 1727, 1728 n.4 (Fed. Cir. 1990); *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989, 228 USPQ 528, 530 (Fed. Cir. 1986); TMEP §1212.02(i).

“A mark is generic if its primary significance to the relevant public is the class or category of goods or services on or in connection with which it is used.” TMEP §1209.01(c)(i) (citing *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d at 989-90, 228 USPQ at 530; *In re ActiveVideo Networks, Inc.*, 111 USPQ2d 1581, 1600 (TTAB 2014)). Determining whether a mark is generic requires a two-step inquiry:

- (1) What is the genus of goods and/or services at issue?
- (2) Does the relevant public understand the designation primarily to refer to that genus of goods?

In re Cordua Rests., Inc., 823 F.3d 594, 599, 118 USPQ2d 1632, 1634 (Fed. Cir. 2016) (citing *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d at 990, 228 USPQ at 530); TMEP §1209.01(c)(i).

Regarding the first part of the inquiry, the genus of the goods may be defined by an applicant's identification of goods. *See In re Cordua Rests., Inc.*, 823 F.3d at 602, 118 USPQ2d at 1636 (citing *Magic Wand Inc. v. RDB Inc.*, 940 F.2d 638, 640, 19 USPQ2d 1551, 1552 (Fed. Cir. 1991)); *see also In re 1800Mattress.com IP, LLC*, 586 F.3d 1359, 1361, 1363, 92 USPQ2d 1682, 1682, 1684 (Fed. Cir. 2009).

In this case, the application identifies the goods as "alcoholic mixed beverages except beer," "prepared alcoholic cocktail," "liquor and liqueur beverages, namely, Tequila and agave based spirits," and "spirits," which adequately defines the genus at issue.

Regarding the second part of the inquiry, the relevant public is the purchasing or consuming public for the identified goods and/or services. *Sheetz of Del., Inc. v. Doctor's Assocs. Inc.*, 108 USPQ2d 1341, 1351 (TTAB 2013) (citing *Magic Wand Inc. v. RDB Inc.*, 940 F.2d at 640, 19 USPQ2d at 1553). In this case, the relevant public comprises ordinary consumers who purchase applicant's goods, because there are no restrictions or limitations to the channels of trade or classes of consumers. The attached evidence shows that the wording "RANCH WATER" in the applied-for mark refers to a "mixed alcoholic beverage(s)" and "prepared alcoholic cocktail" made with "agave based spirits" and other "spirits." *See* evidence at <https://www.gq.com/story/ranch-water-drink-texas> (describing how to prepare a RANCH WATER cocktail using agave-based spirits), <https://www.edamam.com/recipe/marfa-ranch-water-recipes-c9123a29e22c91d21672e522bddb79e6/> (listing the ingredients and nutritional content for a mixed alcoholic beverage made with spirits called Marfa RANCH WATER), <https://www.pinterest.ie/pin/428475352031331429/> (showing the recipe for a prepared alcoholic cocktail made with tequila and called Gage Hotel Ranch Water), <https://www.southernliving.com/food/best-sparkling-water-brands> (describing how to make the alcoholic cocktail called RANCH WATER and calling it a summer standard cocktail), <https://www.texasmonthly.com/article/calling-dr-chilton/> (describing an alcoholic drink called RANCH WATER), <https://punchdrink.com/recipes/eight-row-flint-ranch-water/> (providing a recipe for an alcoholic drink called Eight Row Flint RANCH WATER), <https://www.goodfoodstories.com/bottled-cocktails/> (describing Marfa RANCH WATER as an alcoholic cocktail that can be served in bottles), <https://www.swiftfit.net/blog/ranch-water-spritzer/> (offering a recipe for the prepared alcoholic beverage called a RANCH WATER Spritzer), <http://drinkcrazywater.com/category/cocktail-recipe/> (listing a recipe for an alcoholic cocktail called Crazy RANCH WATER), <https://www.dmagazine.com/food-drink/2018/04/dallas-cocktails-featured-in-texas-cocktails-book/> (describing the recipe for the alcoholic beverage called RANCH WATER and how it is made in a bar in Dallas, TX), <https://chilledmagazine.com/roccos-tacos-tequila-bar-brooklyn> (describing an alcoholic cocktail made in a bar in Brooklyn, NY called RANCH WATER), <https://notthatmartha.wordpress.com/2011/03/17/fancy-ranch-water/> (describing a recipe for a prepared alcoholic cocktail called Fancy RANCH WATER), and <http://thedevelopishdish.blogspot.com/2018/06/ranch-water-cocktail-of-west-texas.html> (describing the recipe for the prepared alcoholic cocktail called RANCH WATER). In each of the descriptions of the ranch water above, the alcoholic cocktails all contain tequila and sparkling water (typically the Topo Chico brand of water), in addition to limes and being served on ice. *Id.* The relevant public would understand RANCH WATER to refer primarily to that genus of goods (being prepared alcoholic cocktails because RANCH WATER is common shown online as being an "alcoholic mixed beverage(s)" or a "prepared alcoholic cocktail."

In the Applicant's attorney's response, it was argued that because no other trademark registrations or applications contain the wording "RANCH WATER" and because the wording "RANCH WATER" is not used in the identification of goods and services of other trademark applications or registrations, the applied-for mark cannot be generic. However, the fact that an applicant may be the first or only user of a generic designation is not dispositive on the issue of genericness where, as here, the evidence shows that the word or term is generic. *See In re Empire Tech. Dev. LLC*, 123 USPQ2d 1544, 1549 (TTAB 2017) (quoting *In re Greenliant Sys. Ltd.*, 97 USPQ2d 1078, 1083 (TTAB 2010)); TMEP §1209.03(c).

The evidence provided not only above, but in the previous two Office actions show that "RANCH WATER" is the generic name for a mixed alcoholic cocktail. The trademark examining attorney has established by "clear evidence" that the applied-for mark is generic; thus the USPTO's evidentiary burden has been met. *See In re Hotels.com LP*, 573 F.3d 1300, 1302, 91 USPQ2d 1532, 1533-34 (Fed. Cir. 2009); *In re Merrill Lynch, Pierce, Fenner, & Smith, Inc.*, 828 F.2d 1567, 1571, 4 USPQ2d 1141, 1143 (Fed. Cir. 1987); TMEP §1209.01(c)(i).

REFUSAL IN THE ALTERNATIVE – APPLIED-FOR MARK IS MERELY DESCRIPTIVE

In the alternative, if the applied-for mark is ultimately determined not to be generic by an appellate tribunal, then the refusal of registration based on the applied-for mark being merely descriptive of applicant's goods is maintained and continued for the reasons specified in the previous Office action. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

In addition, Applicant's claim of acquired distinctiveness in the response is a concession that the mark sought to be registered is merely descriptive of applicant's goods. *In re Leatherman Tool Grp., Inc.*, 32 USPQ2d 1443, 1444 (TTAB 1994); *see Yamaha Int'l Corp. v. Hoshino*

Gakki Co., 840 F.2d 1572, 1577, 6 USPQ2d 1001, 1005 (Fed. Cir. 1988).

The Applicant's attorney asserts that the wording "RANCH WATER" is not merely descriptive of "alcoholic mixed beverages except beer," "prepared alcoholic cocktail," "liquor and liqueur beverages, namely, Tequila and agave based spirits," and "spirits" because the applied-for mark does not clearly indicate the function or characteristic of alcoholic mixed beverages except beer," "prepared alcoholic cocktail," "liquor and liqueur beverages, namely, Tequila and agave based spirits," and "spirits." However, the evidence provided above shows that RANCH WATER is commonly understood by consumers to be an "alcoholic mixed beverage" that is not beer and a "prepared alcoholic cocktail" that is made with "tequila," "agave based spirits" or the more encompassing terms of "liquor" and "spirits." Therefore, the function of the "liquor and liqueur beverages, namely, Tequila and agave based spirits," and "spirits" is to make "RANCH WATER" and the "liquor and liqueur beverages, namely, Tequila and agave based spirits," and "spirits" have the characteristics of being suitable to make "RANCH WATER." Therefore, the wording "RANCH WATER" is clearly descriptive of the applicant's "alcoholic mixed beverages except beer," "prepared alcoholic cocktail," "liquor and liqueur beverages, namely, Tequila and agave based spirits," and "spirits"

The Applicant's attorney has also alleged that the evidence previously provided by the examining attorney "very likely refers to Applicant's mark and the name of Applicant's beverage, due to the long period of use by Applicant and the renown obtained through such extended use by Applicant." However, no clear reference to the Applicant was made in either article referenced. Moreover, no evidence was submitted by the Applicant or Applicant's attorney to show that the use of the wording "RANCH WATER" by the third parties is a direct reference to the Applicant. Therefore, this evidence is mere speculation and we cannot assume that the uses of third parties of the wording RANCH WATER is a clear and knowing reference to the Applicant.

The applicant's attorney also applies a number of different tests to the applied-for mark to show that the applied-for mark is not descriptive, alleging that the "alcoholic mixed beverages except beer," "prepared alcoholic cocktail," "liquor and liqueur beverages, namely, Tequila and agave based spirits," and "spirits" have nothing to do with a RANCH or are not clearly associated with WATER. However, as with the refusal for genericness above, the fact that an applicant may be the first or only user of a merely descriptive designation does not necessarily render a word or term incongruous or distinctive; as in this case, the evidence shows that RANCH WATER is merely descriptive. *See In re Fat Boys Water Sports LLC*, 118 USPQ2d 1511, 1514 (TTAB 2016); *In re Phoseon Tech., Inc.*, 103 USPQ2d 1822, 1826 (TTAB 2012); TMEP §1209.03(c).

APPLICANT'S EVIDENCE OF ACQUIRED DISTINCTIVENESS IS INSUFFICIENT

With respect to applicant's claim of acquired distinctiveness, the following evidence was provided in support of such claim: a declaration signed by the owner of the applicant, screenshots of the applicant's social media website, and various articles in relation to the applicant's owner. *See* 37 C.F.R. §2.41.

If the applied-for mark is ultimately determined to be merely descriptive and not generic, the Section 2(f) evidence is insufficient to show acquired distinctiveness because the evidence does not show that the applied-for mark has acquired distinctiveness for the applicant's goods.

Applicant provided an affidavit and declaration from Applicant's owner to support Applicant's claim that the applied-for mark acquired distinctiveness under Trademark Act Section 2(f). *See* 15 U.S.C. §1052(f). Although consumer affidavits and declarations that assert recognition of a mark as an indicator of source are relevant in establishing acquired distinctiveness, affidavits and declarations of an applicant's employees, officers, and attorneys are usually self-serving and entitled to little weight. *See In re David Crystal, Inc.*, 296 F.2d 771, 773, 132 USPQ 1, 2 (C.C.P.A. 1961); *In re Gray Inc.*, 3 USPQ2d 1558, 1560 (TTAB 1987); *In re Cent. Counties Bank*, 209 USPQ 884, 888 (TTAB 1981); TMEP §1212.06(c).

Moreover, Applicant provided evidence of sales figures and advertising expenditures for applicant's goods to support the claim that the applied-for mark acquired distinctiveness under Trademark Act Section 2(f); however, this evidence is not dispositive of applicant's claim. *See* 15 U.S.C. §1052(f). Applicant's extensive sales and promotion may demonstrate the commercial success of applicant's goods, but not that relevant consumers view the matter as a mark for these goods and/or services. *See In re Boston Beer Co.*, 198 F.3d 1370, 1371-73, 53 USPQ2d 1056, 1057-58 (Fed. Cir. 1999); *In re Busch Entm't Corp.*, 60 USPQ2d 1130, 1132-34 (TTAB 2000).

Similarly, applicant's advertising expenditures are merely indicative of its efforts to develop distinctiveness; not evidence that the mark has acquired distinctiveness. *See In re Pennzoil Prods. Co.*, 20 USPQ2d 1753, 1757-58 (TTAB 1991).

The amount and character of evidence needed to establish acquired distinctiveness depends on the facts of each case and particularly on the nature of the mark sought to be registered. *Roux Labs., Inc. v. Clairol Inc.*, 427 F.2d 823, 829, 166 USPQ 34, 39 (C.C.P.A. 1970); *In re Chevron Intellectual Prop. Grp. LLC*, 96 USPQ2d 2026, 2030 (TTAB 2010); *see* TMEP §1212.05(a). The more descriptive a term is, the greater

applicant's evidentiary burden to establish acquired distinctiveness becomes. *See, e.g., In re Bongrain Int'l (Am.) Corp.*, 894 F.2d at 1317 n.4, 13 USPQ2d at 1728 n.4 (quoting *Yamaha Int'l Corp. v. Hoshino Gakki Co.*, 840 F.2d at 1581, 6 USPQ2d at 1008); *Alcatraz Media, Inc. v. Chesapeake Marine Tours Inc.*, 107 USPQ2d 1750, 1767 (TTAB 2013).

Moreover, the Applicant's use of the applied-for on the Applicant's own website does not show that the applied-for mark has acquired distinctiveness, especially when it is only the Applicant's is using the applied-for mark in association with the applied-for goods.

Lastly, the Applicant provided a number of third party websites as evidence the applied-for mark has acquired distinctiveness, allegedly signaling that the source of the "alcoholic mixed beverages except beer," "prepared alcoholic cocktail," "liquor and liqueur beverages, namely, Tequila and agave based spirits," and "spirits" is the Applicant. Of the ten third party websites provided, only 2 actually use the wording "RANCH WATER" and they happen to be the same article. The rest of the articles do not mention the applied-for mark at all. Therefore, the evidence cannot show that the applied-for mark has acquired distinctiveness.

AMENDMENT OF THE IDENTIFICATION OF GOODS REQUIRED

The applicant identified the following goods in Class 33:

Class 33 -	Alcoholic mixed beverages except beer; Prepared alcoholic cocktail; Liquor and liqueur beverages, namely, Tequila and agave based spirits; Spirits
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Applicant included the word "TEQUILA" in its identification of goods. However, this word is a registered mark that is not owned by applicant and must be deleted from the identification and replaced with the common commercial or generic name of these goods, such as "distilled blue agave liquor," if not already included in the identification. TMEP §1402.09; *see* 37 C.F.R. §2.32(a)(6). See attached information about U.S. Registration No. 5225126.

Proprietary wording, such as a registered term, should not be used in identifications, which should consist of generic everyday wording for the goods. *See* TMEP §§1402.01, 1402.09. A registered mark indicates origin in one particular party and so may not be used to identify goods that originate in a party other than that registrant. TMEP §1402.09 (citing *Camloc Fastener Corp. v. Grant*, 119 USPQ 264, 264 n.1 (TTAB 1958)).

The applicant may amend the identification to the following, if accurate:

Class 33 -	Alcoholic mixed beverages except beer; Prepared alcoholic cocktail; Liquor and liqueur beverages, namely, <i>distilled blue agave liquor</i> and agave based spirits; Spirits
------------	--

Applicant's goods may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods or add goods not found or encompassed by those in the original application or as acceptably amended. *See* TMEP §1402.06(a)-(b). The scope of the goods sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §§1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods will further limit scope, and once goods are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable [U.S. Acceptable Identification of Goods and Services Manual](#). *See* TMEP §1402.04.

RESPONSE GUIDELINES

For this application to proceed further, applicant must explicitly address each refusal and requirement raised in this Office action. If the action includes a refusal, applicant may provide arguments and/or evidence as to why the refusal should be withdrawn and the mark should register. Applicant may also have other options specified in this Office action for responding to a refusal and should consider those options carefully. To respond to requirements and certain refusal response options, applicant should set forth in writing the required changes or statements. For more information and general tips on responding to USPTO Office actions, response options, and how to file a response online, see "[Responding to Office Actions](#)" on the USPTO's website.

If applicant does not respond to this Office action within six months of the issue/ mailing date, or responds by expressly abandoning the application, the application process will end and the trademark will fail to register. *See* 15 U.S.C. §1062(b); 37 C.F.R. §§2.65(a), 2.68(a); TMEP §§718.01, 718.02. Additionally, the USPTO will not refund the application filing fee, which is a required processing fee. *See* 37 C.F.R. §§2.6(a)(1)(i)-(iv), 2.209(a); TMEP §405.04.

When an application has abandoned for failure to respond to an Office action, an applicant may timely file a petition to revive the application, which, if granted, would allow the application to return to active status. See 37 C.F.R. §2.66; TMEP §1714. The petition must be filed within two months of the date of issuance of the notice of abandonment and [may be filed online via the Trademark Electronic Application System \(TEAS\)](#) with a \$100 fee. See 37 C.F.R. §§2.6(a)(15)(ii), 2.66(a)(1), (b)(1).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusals and requirement in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. See 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$125 per class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone or e-mail without incurring this additional fee.

/Mark S. Tratos/
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TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailling date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

REFINE SEARCH BY **Calories, Diet, Ingredients** ▼

5 Ingredients

lime wedges

sea salt flakes

pepper flakes

1 bottle (750 ml) silver tequila, chilled

48 ounces (6 cups) sparkling water, preferably Topo Chico, chilled

Preparation

Instructions on [Martha Stewart](#)

Nutrition

411	21%	4
CALORIES / SERVING	DAILY VALUE	SERVINGS
Low-Fat, Low-Sugar, Vegan, Vegetarian, Dairy-Free, Gluten-Free		
<div></div>		
► Fat	0g	0%
► Carbs	1g	0%
Protein	0g	0%
Cholesterol	0mg	-



Making Dashi Stock

1 CALORIES | 3 INGREDIENTS

No Recipes



Corn Tortilla

206 CALORIES | 3 INGREDIENTS

No Recipes



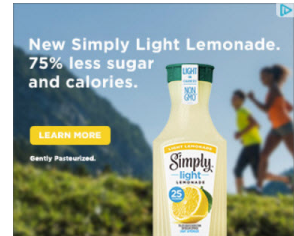


Drinking

Ranch Water Is Summer's Easiest—and Most Refreshing—Cocktail


 BY **PAULA FORBES**
 June 15, 2018


PHOTOGRAPHER: NAOMI DRIESNACK / PROP STYLIST: MATT MARTIN


<https://www.gq.com/story/ranch-water-drink-texas>

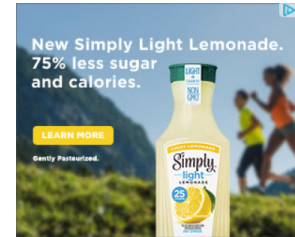
Y'all, I am not going to mince words here. It is hot in **Texas**. It is so fucking hot in Texas in the summertime that the grass turns brown and your car is constantly covered in dust and—guess what, pal? It's going to be like this until October.

It's fun at first, sitting on a bar patio drinking Lone Stars, reveling in how much better you are at dealing with the heat than the rest of humanity. But you're going to run out of friends with pools before that first blessed day below 90 finally hits, and then what?

It won't surprise you that Texans—specifically West Texans—have a drink for this situation. After all, as you have perhaps heard, this is not their first rodeo. Theirs is a drink that's refreshing, low ABV, bright and light and hydrating (eh, kind of): it's Ranch Water.

Ranch Water—nothing to do with Hidden Valley, don't worry—is basically a highball with a Texas accent. It has three ingredients (well, four, if you count ice): **tequila**, Topo Chico, lime juice. That's it.

To start: yes, it must be Topo Chico. I know that Topo, the very-bubbly seltzer sold in cool throwback bottles, has crept ever closer to crossing the hipster obsession line of no return. But it's still what real actual people drink in Texas, and it's what goes into making Ranch Water. At least it's not LaCroix.



WATCH

You're Doing It Wrong: The Right Product for Styling an Afro





You can pick your tequila, but it should be 100% agave. I suppose you could make Ranch Water with mezcal if you really wanted to, but tequila's traditional. And, if you ask me, tequila's more refreshing in this particular cocktail. (Hot days do not call for complex beverages.)

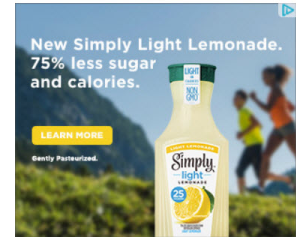
The ratio for Ranch Water is not an exact science. First, because it changes as you drink it, and second, because it's too hot to give a shit. Here's how you wing it:

Fill a tall glass with ice. Add tequila—a shot or two. Add at least half a lime's worth of juice, and then put a wedge of lime in there. Top with Topo Chico.

The thing with Topo Chico, though, is that it comes in a bottle. You are not going to use the entire bottle in your Ranch Water. Not at first, anyway. Set it on the table next to the drink, and as you go, top it off. This, friends, is how you keep from getting too drunk in the Marfa sun: by diluting your drink on purpose as you go. It's simple and yet fiendishly brilliant.

Once the ice is gone, start over from the beginning. Lather, rinse, repeat, and remember to wear sunscreen. We'll make it to October. I promise.

Drinking



[More information](#)[Make it](#)

PUNCH

Gage Hotel Ranch Water

 Recipe by
PUNCH

Ingredients

• Serves 1

Condiments

2 oz Lime juice, fresh

Drinks

4 oz Topo chico sparkling mineral
water

Beer, Wine & Liquor

1/2 oz Orange liqueur

1 1/2 oz Silver tequila

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Ranch Water from Ranch 616 in
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RANCH WATER COCKTAIL

ON A SMALL PLATE, MIX TOGETHER SEA SALT
FLAKES AND ALEPPO PEPPER

RUN A FRESH LIME WEDGE AROUND THE LIP OF
EACH GLASS, AND DIP INTO THE SALT/PEPPER
MIXTURE

POUR 1 1/2OZ TEQUILA INTO EACH GLASS, TOP
WITH SPARKLING WTER, AND GARNISH WITH LIME.



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REDEEM MY OFFER

Origin: Monterrey, Mexico If you've ever taken a Texan outside their state lines, you might notice they start to frantically gasp and flop around like a trout on a dock if they can't find their magical Mexican mineral water. Next to Lone Star beer, Topo Chico might as well be the state's official beverage of choice--from gas stations in Lubbock to the suites at Austin's Hotel San Jose, these mint-tinted bottles are never far away. But lately, it's popularity has begun to creep northward with New York and Los Angeles becoming its two biggest burgeoning markets. While many supermarkets like Publix stock individual Topos, our editors head to our closest international supermarket (Shout out to Mi Pueblo in Birmingham!) for the big boxes. **What our editors say:** "It's the bubblest and it keeps its fizz for at least 8 hours. I can open one before bed, drink half and then polish it off in the morning -- still fizzy! In addition to it's magical, everlasting bubbles, it stays cool longer than anything else -- leave one in your car in the summertime, it's still chilled. Also look for their lime and grapefruit flavors, if you're lucky enough to get your hands on one." - Zoe Gowen, Senior Homes Editor "Because Topo isn't consistently plentiful here in Alabama, I squirrel away the 1.5-liter plastic bottles I find from trips to Texas or other events. They're perfect for car rides, long walks, porch gatherings, or any other situation where broken glass would be a fizz kill. Also, if you haven't made **Ranch** Water, a mixture of Topo, lime juice, and tequila, one of your standard summer cocktails, you're missing out." - Hannah Hayes, Associate Travel Editor



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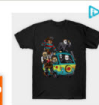
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another salesman, a carhop, a brick mason, a student, and so on. Lubbock has almost always been populated with Chiltons, but I never found one who was listed as a physician, or even a professor.

Perhaps "Doc" was simply a nickname, unassociated with any profession. Or perhaps Chilton lived outside Lubbock proper. Maybe in Wolfforth, or Shallowater, or Idalou. I suspect we'll never know.

I believe it was the tennis star Arthur Ashe who said, "Success is a journey, not a destination. The doing is often more important than the outcome." Hear, hear and a cheer to that. In the end, despite my best efforts, the only thing I actually got to the bottom of during my time in Lubbock was a bunch of Chilton cocktails. Hardly a failure in my book.

On the road back to Austin, my mind turned to **ranch** water. Have you ever had a **ranch** water? It's sort of like a Mexican Chilton, made with tequila, orange liqueur, lime juice, and Topo Chico. It's said to have been born somewhere in the Trans-Pecos, maybe in Fort Davis, or maybe at the Gage Hotel, in Marathon. I wonder.

Wanna discover libation for yourself? Try [our recipe for the Chilton](#).



<https://www.texasmonthly.com/article/calling-dr-chilton/>

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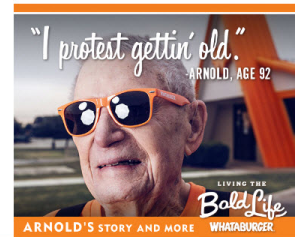
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Eight Row Flint Ranch Water

Morgan Weber, [Eight Row Flint](#) | Houston

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After discovering Ranch Water at a party in Marfa, beverage director Morgan Weber created his own citrus-forward version for Houston's Eight Row Ranch. Here, sotol takes the place of tequila, lime oleo adds an extra bright punch and the oil from grapefruit peels contributes a fragrant finish. At the bar, Weber force-carbonates the drink and serves it on tap, but this adapted home recipe gets its fizz from Topo Chico. — **P**

INGREDIENTS

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Serving: 1

2 ounces sotol (preferably Hacienda de Chihuahua sotol blanco), chilled in

<https://punchdrink.com/recipes/eight-row-flint-ranch-water/>

punch and the oil from grapefruit peels contributes a fragrant finish. At the bar, Weber force-carbonates the drink and serves it on tap, but this adapted home recipe gets its fizz from Topo Chico. — P

INGREDIENTS

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Serving: 1

2 ounces sotol (preferably Hacienda de Chihuahua sotol blanco), chilled in the freezer until extremely cold

1 ounce fresh lime juice

1/2 ounces lime oleo (see Editor's Note)

1 pinch salt

ice cold Topo Chico sparkling mineral water

Garnish: three fat grapefruit peels

DIRECTIONS

- 1 Add sotol, fresh lime juice, lime oleo and salt to a Collins glass filled with ice.
- 2 Stir until cold then gently fill the glass with ice cold Topo Chico.
- 3 Garnish with three fat grapefruit peels, first expressing the oil over the glass then gently tucking the peels down the sides of the glass.

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I'll admit it—when I'm at a fancypants bar, I'm as likely to choose a cocktail based on its name as I am on the ingredients list. While I always gravitate toward the tart, sour, herbal, and smoky, I can always be convinced to try something else if the bartender has given it a clever moniker (that's how I ended up drinking a "Vote for Pedro" at [the Rainbow Room](#).)

So when we sat down to dinner at [Cochineal restaurant](#) in Marfa, Texas, the drink titled "Marfa Ranch Water" was the one that caught my eye and drew me in. A good name and a refreshing list of ingredients—tequila, lime, and the Mexican mineral water Topo Chico—made it a no-brainer, but what I didn't realize is that it would be presented so cleverly as well.



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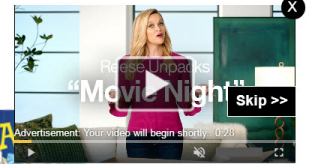
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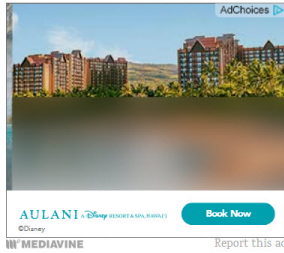


Choosing to serve the Marfa Ranch Water cocktail in the same Topo Chico bottles that you see all over Texas was a killer move. It's a winking nod to the locality of the drink, an acknowledgement that **bartenders love the stuff** so much, and a really cool presentation that makes you think of kicking back in a hammock in a backyard.

And it's something that you'll see bars around the country doing more regularly these days. Back here in New York, the Whiskey and Cola at **Porchlight**, a cavernous but low-key hangout on Manhattan's far west side, doesn't come in a highball glass. The whiskey-and-fernet cocktail is instead served in a mini Coke-style bottle that's uncapped at the table.

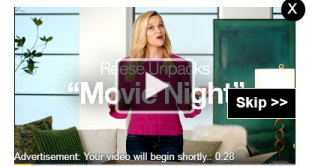


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RANCH WATER SPRITZER

Ranch water gets its name from its origins here in Texas as a cowboy thirst quencher. But you don't have to be a cowboy to sip this delicious low-calorie drink!

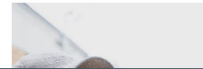


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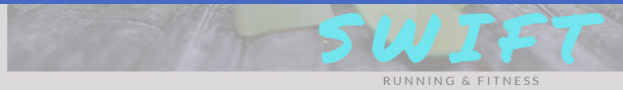
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RANCH WATER

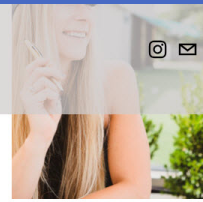
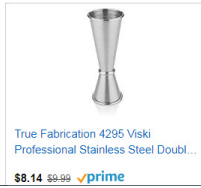
- 1.5 ounce of tequila
- 1 bottle of [Topo Chico](#)
- 1-2 limes
- Honey for taste (optional)

1. In an old-fashioned or [rocks glass](#), fill with ice.
2. Fill a [shaker](#) with ice. Drizzle a small amount of honey over the ice.
3. Pour in tequila and the juice of limes. Shake well.
4. Pour over ice in [rocks glass](#) and fill to the top with Topo Chico.
5. Garnish with a lime.

Enjoy!

WHAT I USED TO MAKE THIS RECIPE:

My Amazon Picks



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Crazy Ranch Water

Posted on June 23, 2018 by admin

1½ ounces Tequila 3 ounces Crazy Fizz Half of a lime's juice Ice Lime wedge, for garnish. Pour Tequila, Crazy Fizz, and lime juice into an ice-filled glass. Stir to mix well. Garnish with lime and enjoy.

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babies in this whole cocktail thing,” but the movement and level of skill has grown quickly. “It’s a lot easier for someone to get good at something quickly because of the way we consume information,” Martini points out. “[It’s] not just us alone in our bars teaching ourselves from what [19th century cocktail granddaddy] Jerry Thomas wrote.”

Texas Cocktails covers the spirits made in Texas—giants like Tito’s vodka and Balcones whiskey, among others, pointing out that we have not been making spirits in ways that would constitute an “industry” of any sort until recently. “[But] there are world-class spirits coming out of here,” Martini says. “I can’t wait for Balcones to have something that’s 18 years old.”

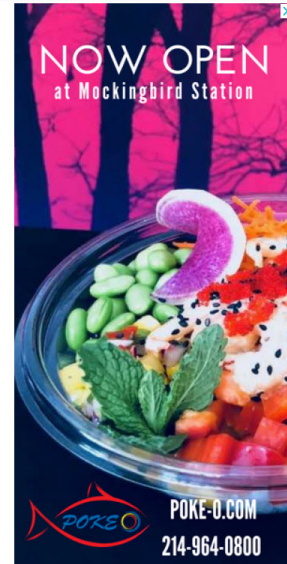
Aside recipes, the book also includes three essays by guest writers: mezcal in Texas, the use of technology in the bar, and how to interpret a label, with its often misleading insinuations. (For example “crafted” in Texas means very little.)

Fans of Las Almas Rotas will be happy to know that according to Martini, they make a legit **Ranch** Water. Go to the source. Or make it yourself: empty 2 oz. from a 12-oz. Topo Chico bottle. Add 1.5 oz. of tequila and a quarter ounce of lime juice in the bottle. Sip. Summer is coming. How Texan do you feel? You’re welcome.

Extra to-do:

Martini is leading a bar crawl down Deep Ellum on Saturday, May 12 at 4 p.m. Bars include Shoals Sound & Service, Twilite Lounge, Off the Record, Black Swan Saloon, Amnesia D.E., and Hide Peak.

<https://www.dmagazine.com/food-drink/2018/04/dallas-cocktails-featured-in-texas-cocktails-book/>





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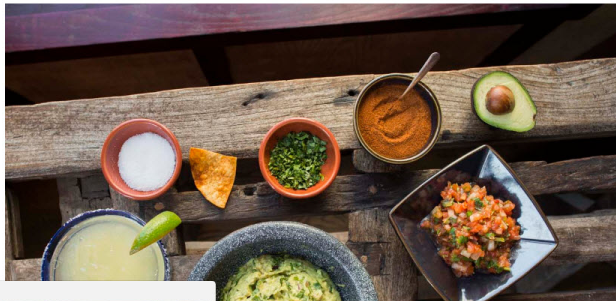
LOVE



Tequila Varieties Display at Rocco's Tacos

Photo courtesy of Rocco's Tacos & Tequila Bar

If margaritas aren't your thing there are tequila variations on other classic cocktails such as the Tequila Mojito, Corazon Silver Tequila, muddle lime, mint leaves and syrup; **Ranch Water**, Patron Silver, soda water, fresh squeezed lime juice; and Julio's Old Fashioned, Don Julio Reposado Tequila, muddled cherry and orange slice, bitters, sugar.


<https://chilledmagazine.com>
<https://chilledmagazine.com/roccos-tacos-tequila-bar-brooklyn>


17
MAR

Fancy Ranch Water



Hi Everyone,

Once in a while I come across a recipe that sends me directly to the kitchen to give it a whirl. I came across one such recipe recently from 101 Cookbooks [here](#). I had to sub honey for cane sugar and we have grapefruit and oranges a plenty, so I made due with what was in the kitchen. The results were crowd-pleasing to say the very least and when I added [Republic Tequila](#) and a little [Topo Chico](#), it became my very favorite after 5PM drink for the spring. It takes very little time and is so worth it. We are on our third batch of the juice and I suspect it won't be our last...

Fancy Ranch Water



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the very least and when I added [Republic Tequila](#) and a little [Topo Chico](#), it became my very favorite after 5PM drink for the spring. It takes very little time and is so worth it. We are on our third batch of the juice and I suspect it won't be our last...

Fancy Ranch Water

3 T honey

2 T ginger, grated

1 c water

Bring to a boil, reduce to simmer and let it go for 5 minutes. Strain it, then stick in the fridge or freezer to let cool off.

1 orange, juiced

3 grapefruits, juiced

Once the syrup is cooled down, mix in the juice. At this point you can serve it to your kids OR do this... Put ice in some glasses, add a shot of Republic Tequila to each glass, pour a two shots worth of the juice in and top it off with Topo Chico. It is scary good.



The Republic Tequila folks are a Texas-based company and have a green and organic product that is completely delicious. Owners, Tom and Ken, took time

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Thursday, June 21, 2018

Ranch Water - The Cocktail of West Texas

Every region's country clubs have signature drinks. In Oklahoma, you'll usually find the "*Club Special*," which I'm proud to say is the number two most popular recipe of all time on at The Devilish Dish. It's a tasty little lemon-lime treat full of vodka that will sneak up on you on a hot day at the golf course if you're not careful. So a while back we were visiting the Devilish Nephew in Midland, Texas. Imagine my surprise when I ordered a Club Special and saw the bartender reach for the tequila! It turns out a Club Special in Oklahoma is NOT a Club Special in west Texas. It is however, equally delicious and refreshing. Their club special is known as **Ranch** Water and it's made with a fun new ingredient: *Topo Chico*. It's a brand of sparkling mineral water that has been made and bottled in Mexico since 1905. ~~How has it been around since 1905 and makes only~~

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The Dish On Me



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Oklahoma-Where
the Wind Comes
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I've been cooking since I was knee-high to a stand mixer. When my mom only used salt, pepper and seasoned salt, I was riding my bike to

<http://thedevilishdish.blogspot.com/2018/06/ranch-water-cocktail-of-west-texas.html>

however, equally delicious and refreshing. Their club special is known as **Ranch** Water and it's made with a fun new ingredient: *Topo Chico*. It's a brand of sparkling mineral water that has been made and bottled in Mexico since 1895. How has it been around since 1895 and we've only recently been introduced? Well the Coca-Cola company acquired the company last year, so it's quickly becoming popular allover the US. I'm even starting to see it in our local grocery stores, where as previously we've only found it at the Hispanic market. This refreshing cocktail is so surprisingly simple, I'm a little embarrassed to blog it, but I feel like I can't keep the secrets of west Texas all to myself. The world must know of **Ranch** Water, so grab some Topo Chico, some good quality tequila and a few limes and let's enjoy a new kind of club special!



Refreshment courtesy of west Texas.



knee-high to a stand mixer. When my mom only used salt, pepper and seasoned salt, I was riding my bike to the grocery store and buying fresh garlic. I've enjoyed cooking my entire life, especially baking. I live in Oklahoma with my high-school sometimes sweetheart, our daughter, and our four-legged daughter. I spent 7 years managing a gourmet and kitchenware store. I retired in 2010, due to an automobile accident and created this blog to share wicked good recipes. No calorie counts, no political correctness...Just sinfully stimulating scoop, and food so good it tastes like Jesus made it.

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Alexandria, VA: This Unbelievable, Tiny Company Is Disrupting A \$91 Billion Industry

EVERQUOTE



Our new favorite summer cooler...

Ranch Water Cocktail

1 bottle *Topo Chico Sparkling Mineral water*
1-2 (1 ounce) jiggers good quality Tequila
Limes for garnish

In a glass, pour the Topo Chico over ice. Stir in Tequila. Garnish with lime. Enjoy!



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